SELECTIVE BINDING KEY PLAYERS

Group	Magazines	Status
• Time Inc.	Time People Sports Illustrated Entertainment Weekly Life Money Fortune	1. databases merged/purged and tested in '93 2. Marlboro Country Store - 2X, June, Nov. '94 3. Merit Awards, Oct. '94
• Time/Mirror	Field & Stream Outdoor Life Golf Ski Skiing Home Mechanics Popular Science Sporting News Yachting	1. databases merged/purged in '94 2. Marlboro Country Store tested 2X 3. Merit Awards, Oct. '94
• Meredith	Better Homes & Gardens Ladies Home Journal Country America Country Home Midwest Living	1. databases merged/purged in '94 2. Marlboro Country Store tested 2X 3. Merit Awards, Oct. '94
• Hachette	Car & Driver Road & Track Woman's Day Elle Elle Decor Home Metropolitan Home Stereo Review American Photography Popular Photography Boating Flying	1. databases merged/purged in '94 2. Marlboro Country Store tested 2X 3. Merit Awards, Oct. '94

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Source: https://www.industrydocuments.ucsf.edu/docs/nswy0004